HEART & CO. LTD.

MORTGAGE
INVESTMENTS
INSURANCE
REAL ESTATE
ESTABLISHED 1888

for
Twenty
Years

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For Twenty Years

1891-1911

For the Photographs of many of the early scenes reproduced herein we are indebted to the kindness of His Honour Judge Howay, New Westminster, B.C.

FOR TWENTY YEARS

1891-1911

TWENTY years progress; twenty years of business-building; and the evolution of a business, from a small room to spacious offices at five strategic British Columbia centres; the development of a one-man enterprise to a 50-person power institution, is the subject of this brief story.

The illustrations are more eloquent than words. You see the diminutive office of 1891. You see in contrast the splendid home and branch offices of 1911. The former was the first business office of F. J. Hart & Co., Ltd.; the latter shows the five centres from which the firm of F. J. Hart & Co., Ltd., do an international business in 1911.

The development of this business is emblematic of the development and of the abundant opportunity of the Lower Mainland of British Columbia and Vancouver Island. Within this area are concentrated two-thirds of the population and wealth of British Columbia. Twenty years have shown something of the variety and the richness of its resources, but even today few people realize the fullness of the opportunities offered by this part of British Columbia.

Our twenty years have seen New Westminster become a prosperous industrial city of 15,000 people, in which the basis for a marvelous industrial future is firmly fixed on her possession of an unexcelled fresh water harbor, improved railway facilities, abundant electrical power, convenient coal mines, and first-class industrial sites at reasonable cost. Much of the tributary water frontage is municipally owned, and is leased on very

1. COLUMBIA STREET, NEW WESTMINSTER, B. C., AFTER GREAT FIRE OF 1898.
2. COLUMBIA STREET, NEW WESTMINSTER, B. C., 1911.

favorable terms to industries. The city is the centre of the largest interurban railway system of Canada, and, with the development of Port Mann across the river, is moving forward to remarkable industrial activity.

Our score of years has seen Vancouver spring into world prominence as the Pacific Metropolis of Canada, discussed, envied and emulated everywhere. She rose from the ashes of the fire of 1886, as New Westminster did from those of 1898, until she is now the goal of all the important transcontinental railways of Canada and the Northern United States, the magnet that attracts the prows of commerce from all quarters of the globe — the commercial capital of Western Canada.

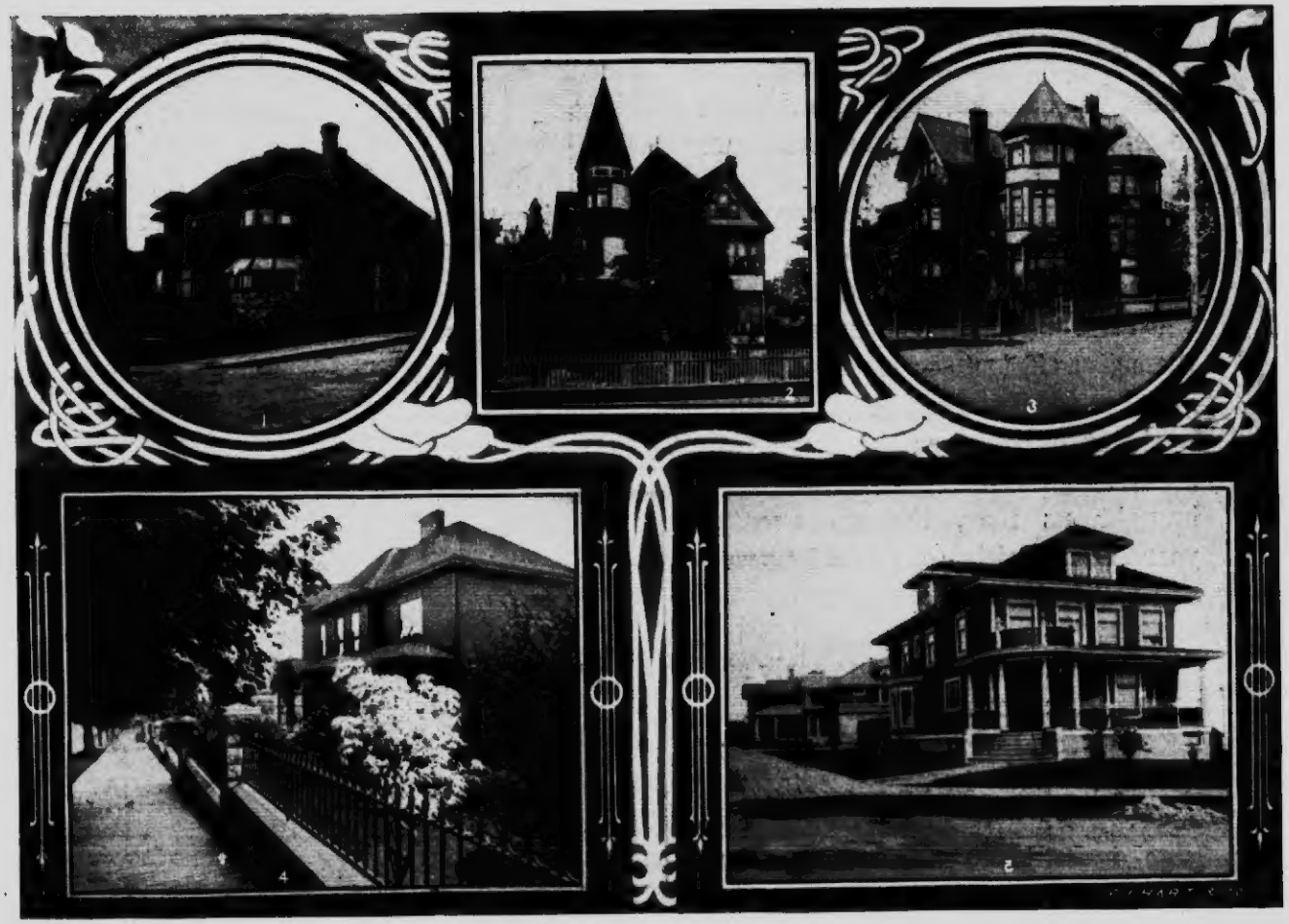
Less spectacular, but no less solid, have been two decades of growth in Victoria, the capital of the Province, the city of tourists and beauty seekers, of capitalists, statesmen, of business men and home seekers from two continents. With the progressive conservatism of English character, Victoria goes steadily forward.

Twenty years in the suburban sections of British Columbia have wrought even more wonderful changes than in the cities. These two decades have seen a small community become the City of Chilliwack and have seen the city attract to itself and its environs multitudes of the veterans who have braved the pioneer life of the prairies, and of home seekers from the old land and the new, who delight in the mildness and the fruitfulness of the Northern Pacific Slope.

As this score of years has passed, the telephone, electric light, city water and free mail delivery in different parts of the Fraser River Valley have placed the rural citizen on a par with his fellow of the city. The communities of the great valley have been linked up by the B. C. Electric Railway line, which now extends from Vancouver to Chilliwack, and construction has now begun on the Canadian Northern Railway, which will soon supplement the service of the electric line, and the boats of the Fraser River.

EARLY SCENES IN NEW WESTMINSTER, B.C.

1. THE MINT, NEW WESTMINSTER, B. C., 1862.
2. NEW WESTMINSTER, from Fraser River, 1865.
3. THE ROYAL ENGINEERS' CAMP. From a photo believed to have been taken on the Queen's Birthday, 1865.
4. IMPERIAL GOVERNMENT OFFICES, New Westminster, B. C., 1865.



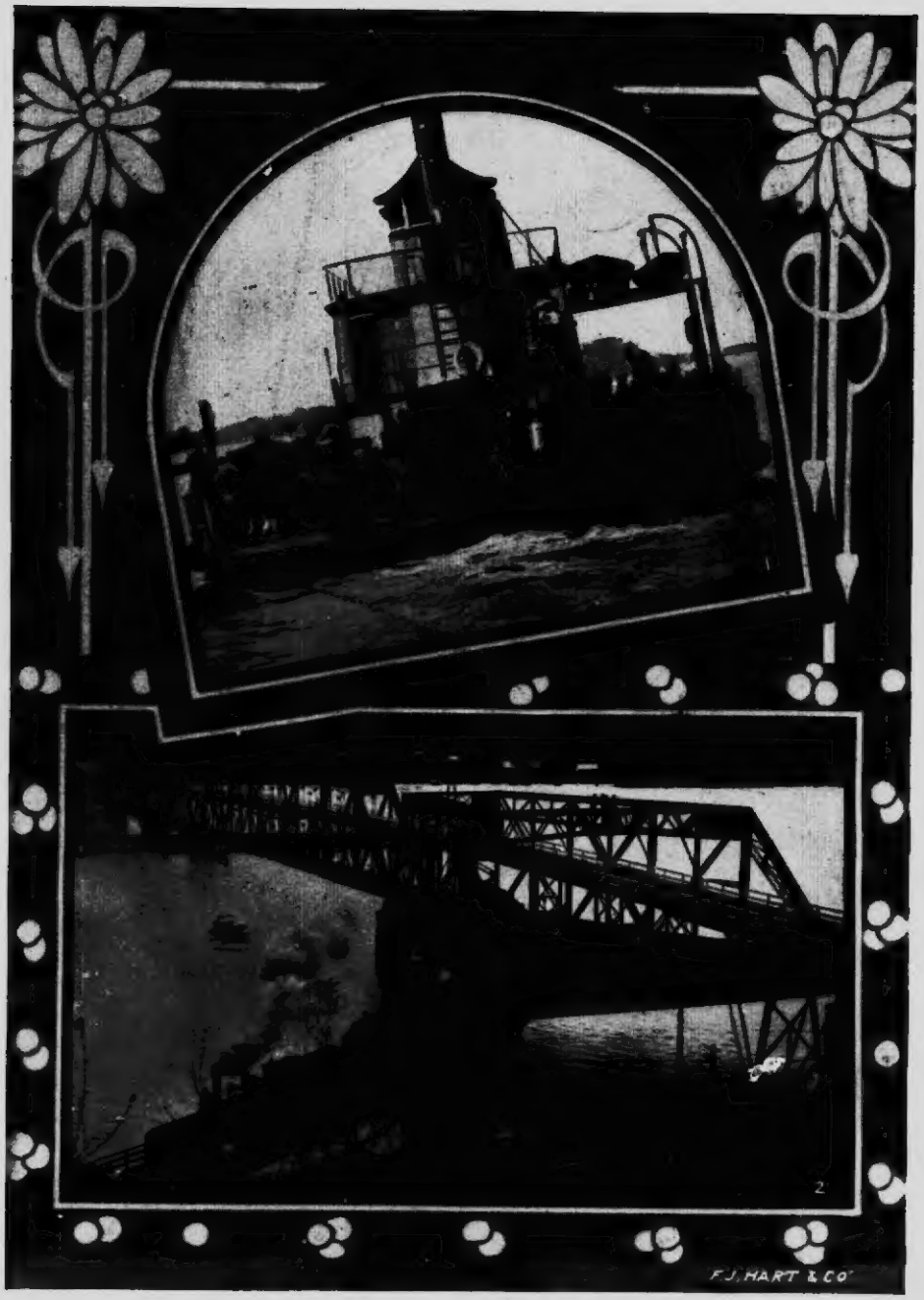
A FEW TYPICAL HOMES OF NEW WESTMINSTER, B. C.

Twenty years have so demonstrated the remarkable fertility of this great valley, that the visitors are no longer incredulous when yields are mentioned. The exceptional revenue-producing power of this land, close to the insatiable markets of Vancouver and New Westminster, is now so well established that a price of $250.00, $300.00, or even more, per acre fails to excite comment, because it is well known that a few crops are often worth as much as the land costs.

Twenty years—we are thoughtful as we consider this progress. We have been carried forward on its tide, as have all those who have wisely placed their faith in this splendid portion of the continent. Yet the law of nature is unbroken, for only do those who are qualified survive even in the most favored portions of the world, and only as these give efficient service do they grow mighty and overtop their fellows. So this business has developed in harmony with those eternal laws that just as surely govern the world of business as the world of nature, and the "square deal" has brought us thus, through twenty years, to a position of 50-fold power and ability to serve our clients.

CITY MARKET,
NEW WESTMINSTER, B. C.

Clients we now have in nearly all parts of the world, and for them we have invested millions of dollars; over $3,500,000 in first mortgages alone. British Columbia first mortgage investments are particularly attractive. They earn 20 to 50 per cent. more than in Eastern Canada



1. CROSSING THE FRASER RIVER AT NEW WESTMINSTER, B. C., BY FERRY, 1891.
2. CROSSING THE FRASER RIVER AT NEW WESTMINSTER OVER THE $1,000,000 STEEL BRIDGE, 1911.

or Europe, and the margin of security constantly widens, owing to the rapid increase in the value of the farms and city properties.

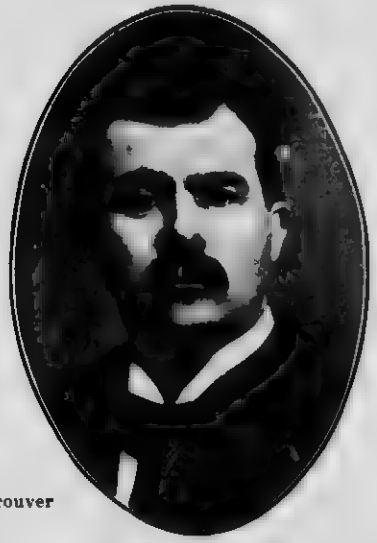
J. R. AGAR.
[redacted]
Head Office

Twenty years—a period that has justified our policy. From the first we believed it our duty, not merely to invest our clients' money in good properties and securities, such as municipal debentures, first mortgage securities and stocks, but also to provide cause for these investments to increase rapidly in value. In a word, our idea has been the utilization of land and other natural resources for productive purposes.

This policy, five years ago, resulted in the organization of the Western Home and Improvement Co., Ltd. Among the functions and business of this Company is the building of homes in the coast cities, so that practically every person having an income may be able to own the house he lives in. Scores of homes have already been built, and the Company is greatly enlarging its operations, is acquiring and clearing acreage tracts preparatory to developing large home sections. An example of this Company's work is in the Town of Aldergrove, which it has built in a few months, there being now a Saw Mill, Hotel, Stores, Chartered Bank, Real Estate Office and other businesses at this point.

The Fraser Valley Nurseries, Limited, is another example of this policy. The farms of settlers and the homes of citizens were not complete without suitable varieties of fruit trees and ornamental shrubs, grown under British Columbia conditions. So this

BOARD OF DIRECTORS, F. J. HART & CO., LTD.



D. D. MUNRO,
Manager Vancouver
Branch.

enterprise was started, and is now the largest of its kind in the Province, having 80 acres planted in nursery stock, which will be increased to 160 acres. The nurseries are located at Aldergrove, B. C.

The personal element of these institutions is interesting in showing how the organization has been developed to meet all the demands of modern business, developed, not to stand or fall with one or two men, but to continue on and on, because the acorn of the right idea, planted in the rich soil of the Pacific Slope, has matured into the oak of a permanent institution.

Mr. Frederick J. Hart, President and General Manager of F. J. Hart & Co., Ltd., received his business training in St. Johns, Newfoundland, England's oldest colony, where all the business institutions are essentially British in their thoroughness. Young men there, and Mr. Hart was one of them, served three years' apprenticeship. Many of the businesses are centuries old, and the idea of building a business for all time becomes deeply ingrained in anyone who spends three years with one firm at the start of his business career. Coming to New Westminster a little more than twenty years ago, Mr. Hart founded

E. A. MANNELL,
Manager
Victoria Branch.

F. J. HART & CO., LTD., HEAD OFFICES, NEW WESTMINSTER, B. C.
Group Illustrating Growth of the Company, 1891 to 1911.

1. Head Office, 1891. 2. Head Office, 1894. 3. Head Office, 1899. 4. Head Office, 1904. 5. Head Office, 1911.

OFFICERS AND STAFF F. J

HEAD OFFICE, NEW WESTMINSTER; BRANCHES, VANCOUVE

D STAFF F. J. HART & CO., LTD.

S, VANCOUVER, VICTORIA, CHILLIWACK AND ALDERGROVE, B. C.

D. ELLSWORTH MUNN
Manager
Chilliwack Branch.

the business which has grown to the proportions which we now see. Still a young man, just reaching his prime, he supports his incessant activity with plenty of outdoor life, and with absolute confidence in his associates. He more than keeps abreast of the times by periodical trips through the United States and Eastern Canada, and on one recent trip he visited and studied the workings of institutions similar to that of which he is President and General Manager, in over thirty leading cities.

During the past twenty years Mr. Hart organized, and until the requirements of the business of F. J. Hart & Co., Ltd., demanded his undivided attention, held the position of Managing Director of the following companies: The Westminster Masonic Temple Co., Ltd.; The Western Steamboat Co., Ltd.; The Westminster Trust and Safe Deposit Co., Ltd.; The Fraser Valley Nurseries, Ltd.; The Elk Creek Water Works Co., Ltd.; The Okanagan Telephone Co., and the Western Home and Improvement Co., Ltd.

Mr. Robert K. Chapman, another Director of the Company, has for eleven years been connected with the firm of F. J. Hart & Co., Ltd., and is Vice-President of the Company.

A. N. MacINTOSH,
Manager
Aldergrove Branch.

BRANCH OFFICES OF F. J. HART & CO. LTD.

1. 134 HASTINGS STREET W., VANCOUVER, B. C.
2. CHILLIWACK, B. C.
3. 1012 BROAD STREET, VICTORIA, B. C.
4. ALDERGROVE, B. C

WILLIAM ATKINSON,
Auctioneer.

Mr. Chapman is responsible for the success of the Head Office insurance department in all its branches, fire, life, marine, accident, etc. The scope of this department may be inferred from the fact that twelve of the leading British, Canadian and United States Insurance companies are represented.

Mr. E. L. Webber, Secretary-Treasurer of F. J. Hart & Co., Ltd., has made a life-long study of expert accounting. For many years he was Auditor of different municipalities in British Columbia, and his experience and thoroughness are of the greatest value to the firm.

Mr. H. A. Eastman, another Director, has had a wide and extensive knowledge of real estate generally, but especially in farm lands and mining property. He has had much experience as arbitrator between land owners and railroad companies, where his special knowledge is greatly in demand. His ten years connection with this firm, and his previous experience as assessor and valuator of land for different municipalities, has given him unusual insight into the land values of New Westminster City and surrounding districts.

Director James R. Agar, Manager of the Head Office, joined the Company in 1908. He has had a wide experience in several commercial lines, and was for some time in the saw mill and lumber business in British Columbia, and has an all round business experience. He is still a director of one of the largest saw mill companies of British Columbia. Naturally, he is an expert on timber propositions, and is equally well informed about business properties, water frontage and industrial sites.

1. POLICE STATION, NEW WESTMINSTER, B. C., AFTER GREAT FIRE OF 1898.

2. CITY HALL, NEW WESTMINSTER, B. C., AFTER GREAT FIRE OF 1898.

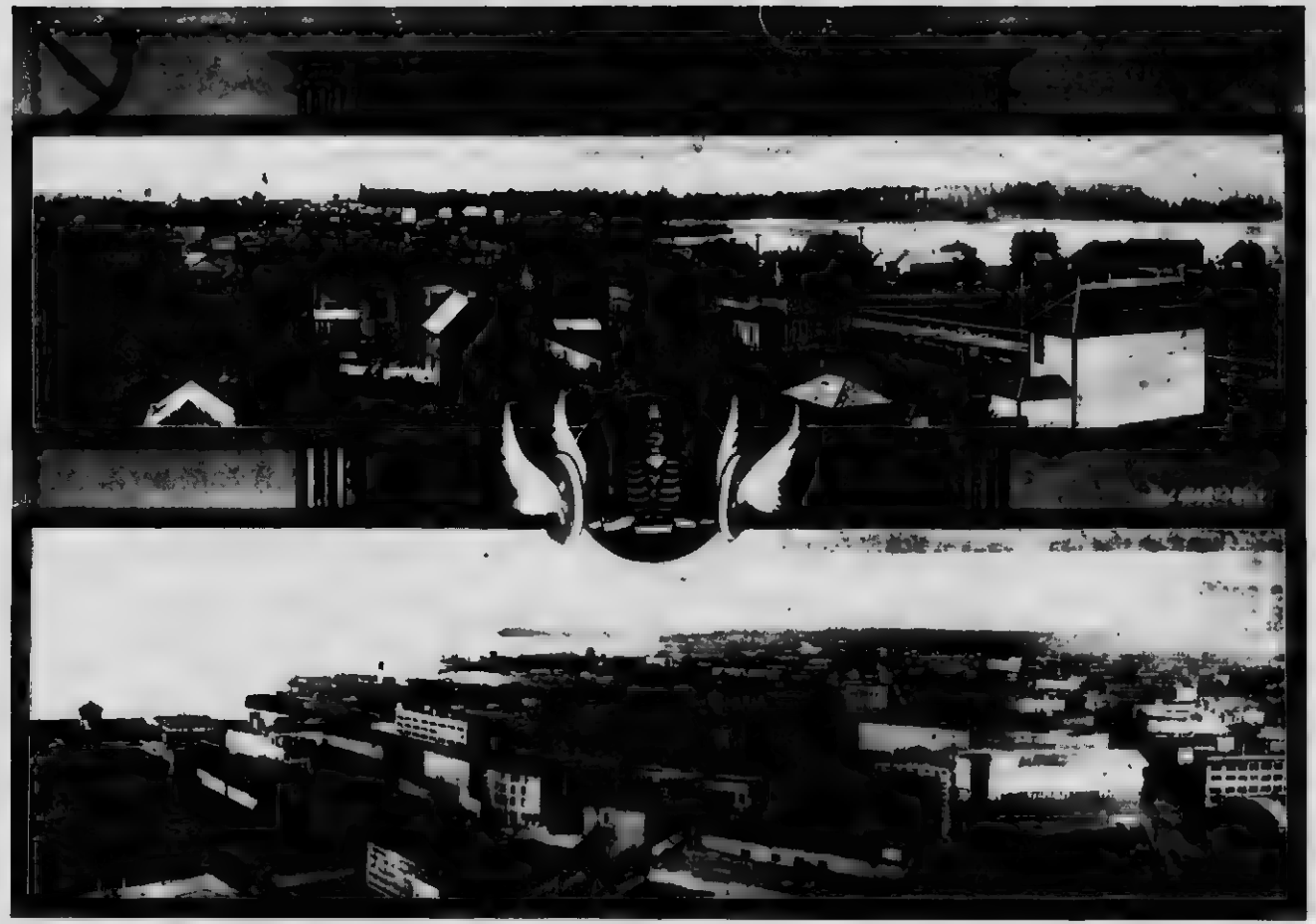
1. TRANSPORTATION, . EW WESTMINSTER TO CHILLIWACK, B. C., BY STERN-WHEEL STEAMER, 1891. TIME, FROM 8 TO 10 HOURS.

2. TRANSPORTATION, NEW WESTMINSTER TO CHILLIWACK, B. C., BY ELECTRIC ROAD, IN 1911. TIME, 3 HOURS.

H. O. LAMB,
Advertising Manager.

The growth of twenty years has demanded the division of the business thus into departments, each having its own special functions to perform. Several years ago it became necessary to establish a department of information or advertising, which division issues all the printed matter and advertising of the companies. The well-known policy of these companies is nowhere better exemplified than in this department, whose motto is: "The truth about British Columbia is good enough." This policy is rewarded constantly by having our clients find that their expectations were exceeded, not diminished, by the realty of the conditions and the properties we have described to them.

As one steps back for a comprehensive survey of the organization, it appears as many sided as there are opportunities in British Columbia. Each of the Directors have special definite knowledge of one particular branch of business, and this, through co-operative harmony of the departments, gives the best of service to our clients. Permanence and the power to give continuous good service are assured to clients by the careful organization. Back of the President and Directors are the capable and efficient branch office managers and heads of departments, qualified by ability and long experience to take up the work should any, by chance, be forced to lay it down. Back of the department heads, re-inforcing them, is the large staff, in active training for larger service, and ready to assume the heavier responsibilities which may be laid upon them.



1. VIEW OF VANCOUVER, B. C., 1891.
2. VIEW OF PORTION OF VANCOUVER, B. C., 1911.

Pausing thus in 1911 to survey the results of twenty years' conscientious effort, we look forward to larger service, which a rapidly increasing clientele assures us. To those who know of us, but do not know us personally, or through business transactions, we may say that our bankers are the Bank of Montreal, and our auditors, Messrs. Clarkson, Cross & Helliwell; but operating as we do throughout the large centers of the Province, we can refer you to any bank or business man in British Columbia.

AN EXHIBIT OF BRITISH COLUMBIA APPLES

1. FIRST MEETING OF CITY COUNCIL, VANCOUVER, B.C. AFTER GREAT FIRE OF 1886, HARBOR IN THE BACKGROUND
2. HARBOR AND WATERFRONT, VANCOUVER, B. C., 1911.

1. VIEW OF HARBOR, VICTORIA, B. C., 1891.

2. EMPRESS HOTEL, VICTORIA, B. C., 1911.

3. VIEW OF HARBOR, VICTORIA, B. C., 1911.

4. VICTORIA HARBOR AND BRITISH COLUMBIA PARLIAMENT BUILDINGS, 1911.

(INSERT) LAW OFFICE OF RICHARD McBRIDE, NEW WESTMINSTER, B. C., IMMEDIATELY AFTER GREAT FIRE OF 1898.
BRITISH COLUMBIA PARLIAMENT BUILDINGS, VICTORIA, B. C., 1911. HON. RICHARD McBRIDE, PREMIER.

1. WELLINGTON STREET, CHILLIWACK, B. C., 1891.
2. WELLINGTON STREET, CHILLIWACK, B. C., 1911.

FARM SCENES AT CHILLIWACK, BRITISH COLUMBIA.

VANCOUVER
VICTORIA

HEAD OFFICE
NEW WESTMINSTER, B. C.

CHILLIWACK
ALDERGROVE

F. J. HART & CO., LTD.

New Westminster's Oldest Agency

ESTABLISHED 1891

REAL ESTATE
BONDS MORTGAGE LOANS STOCKS
INSURANCE

OUR GENERAL BUSINESS

We write Insurance of every kind in old and reliable offices.
We Loan Money on every description of Improved Real Estate.
We attend promptly to all Notarial Work and Conveyancing.
We make Mortgage Investments for Clients, and collect Interest and Rentals.

We sell Real Estate in any part of the Lower Mainland of British Columbia and Vancouver Island.
We Rent Dwellings, Stores and Farms in any part of our territory.
We make a Specialty of Business Chances and Industrial Sites.
We conduct General Auction Sales on the most up-to-date lines.

AGENCIES:

The Imperial Underwriters Corporation
The Aetna Insurance Company
The Manitoba Assurance Company
The London Assurance Corporation
The Western Assurance Company
The Atlas Assurance Company, Ltd.
The Sun Life Assurance Co. of Canada
The United States Fidelity & Guarantee Co.
The Canadian Railway Accident Co.
Lloyd's Plate Glass Insurance Company
The Travelers' Insurance Company

REPRESENTING
and Secretarial Offices of

The B. C. Permanent Loan Co.
The Dominion Permanent Loan Co.
The Colonial Investment & Loan Co.
The Pacific Coast Steamship Co.
The Trustees I. O. O. F. Cemetery
The Trustees of C. of E. Cemetery
Attorneys S. P. G. in Foreign Parts
The Fraser Valley Nurseries, Ltd.

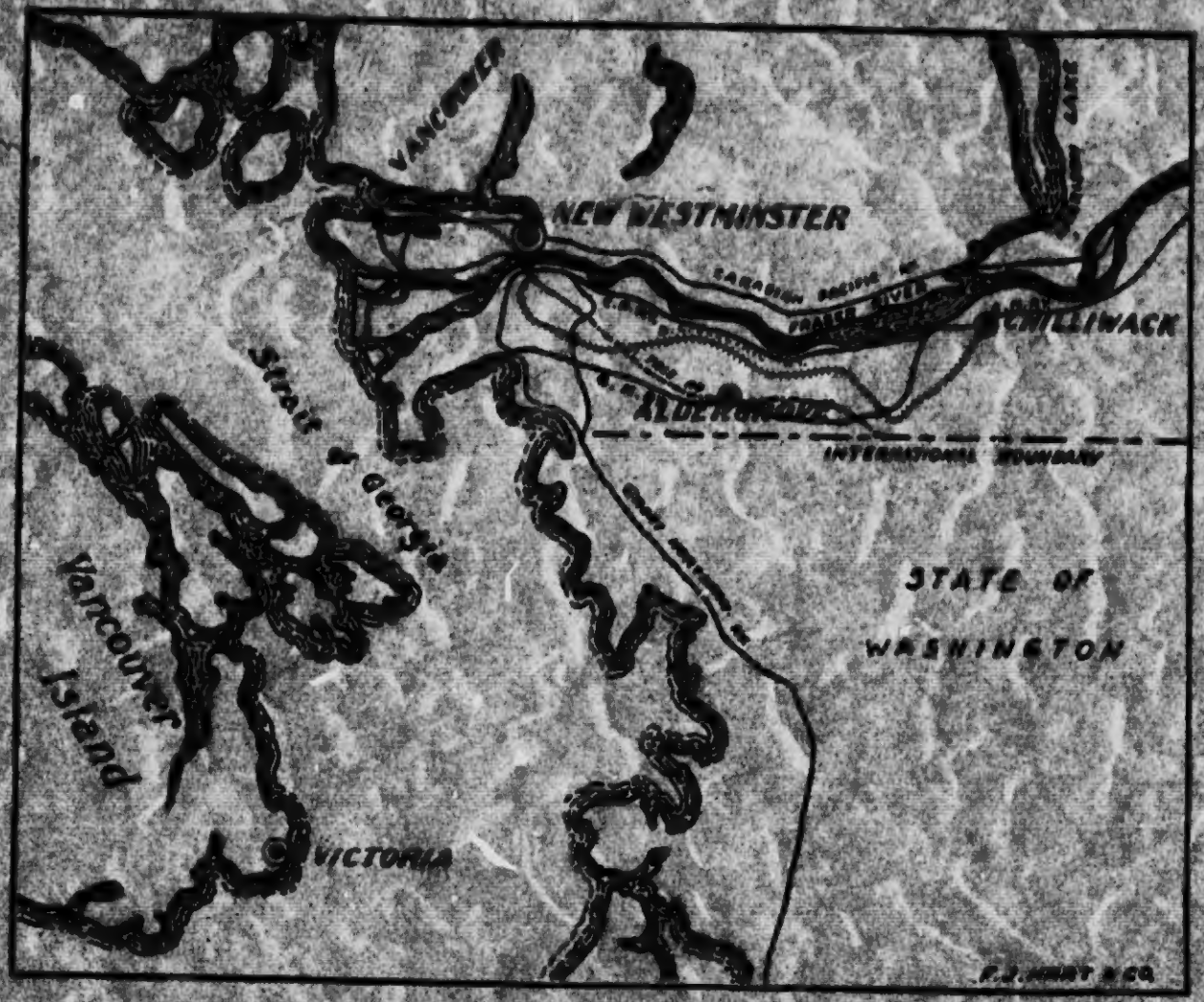
COMBINED ASSETS EXCEED $50,000,000

Correspondence Solicited

1. ALDERGROVE, B. C., 1891.
2. ALDERGROVE, B. C., 1911.

THE METROPOLITAN PRESS LIMITED
VANCOUVER, B. C.

MAP OF PART OF LOWER MAINLAND AND VANCOUVER ISLAND, BRITISH COLUMBIA.



F. J. HART & CO., LTD.
HEAD OFFICE: NEW WESTMINSTER
BRANCHES—VANCOUVER, VICTORIA, CHILLIWACK AND ALDERGROVE, B.C.